John C. Gale

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ACADEMIC POSITIONS AND EDUCATION

ACADEMIC POSITIONS

Georgetown University, McDonough School of Business

Adjunct Lecturer, Master of Science in Business Analytics	2022–Present
Adjunct Lecturer, Master of Professional Studies in Marketing Communications	2023
Research Fellow, NRF Business of Retail Initiative	2026–Present

New York University, Stern School of Business

Adjunct Lecturer, Marketing	2026–Present

University of Virginia, Darden School of Business

Lecturer, Marketing	2026–Present

EDUCATION

Master of Science in Management, University of Miami
Certificate in Teaching and Learning in Higher Education, Georgetown University
Certificate in Agentic AI, Johns Hopkins University

RESEARCH

RESEARCH INTERESTS

AI-Mediated Communication, Large Language Model Optimization (LLMO), Consumer-Brand Relationships, Customer Analytics, Marketing Communication, Digital Intermediaries, Retail Technology

UNDER REVIEW

Gale, John C. and Cian, Luca. "The Fragmented Shelf: How Large Language Models Create Divergent Brand Visibility." *Journal of Marketing* (Under Review).

WORKING PAPERS

Gale, John C. "LLMO for Retail: How Large Language Models Shape Product Discovery and Brand Visibility." Working Paper, 2025.

IN PREPARATION

Gale, John C., Cian, Luca, and Luc Wathieu. Planned article on AI-mediated product discovery. Target: *Harvard Business Review*.

GRANTS

NRF Business of Retail Initiative Research Grant ($2,600)
Georgetown University, McDonough School of Business (2026)
Project: "LLMO for Retail" — Selected under "Retail Resilience" theme
    Includes Initiative Fellow Research Assistant support (Prof. Luc Wathieu, coordinator)

CONFERENCE PRESENTATIONS

"Large Language Model Optimization for Consumer Discovery." *Frontiers in Service Conference*, CERS Helsinki, 2026 (Invited).

INFORMS Marketing & Data Science Panel, National Harbor, 2026 (Panelist).

TEACHING

GEORGETOWN UNIVERSITY, MCDONOUGH SCHOOL OF BUSINESS

Customer Analytics (MARK 6580) — Core Course, MSBA Program
Fall 2024: 2 sections, 91 students | Spring 2025: 2 sections, 82 students
Topics: Customer lifetime value, segmentation, PCA, sentiment analysis, graph-based journey analytics, Python modeling
Overall instructor rating: 4.73/5.00 (Fall 2024, highest section)

Customer-First IMC Strategy (MPMC-702) — Graduate Program
Fall 2023: 1 section, 8 students
Topics: Customer centricity, CLV, GOST-driven IMC planning
Overall instructor rating: 4.50/5.00

Marketing Consulting (MPMC-885) — Graduate Program
Topics: Client RFPs, stakeholder interviews, pricing strategy, pitch presentations

NEW YORK UNIVERSITY, STERN SCHOOL OF BUSINESS

Introduction to Marketing (MKTG-UB 9001) — Undergraduate
Spring 2026 (current), NYU Washington, DC

UNIVERSITY OF VIRGINIA, DARDEN SCHOOL OF BUSINESS

Hot Topics in Marketing (GBUS 8464) — MBA/EMBA
Fall 2026 (upcoming)

COURSE DEVELOPMENT

Customer Analytics (MARK 6580) — Redesigned Python-based analytics curriculum integrating CLV modeling, PCA-driven segmentation, sentiment analysis, and graph-based customer journey analytics for Georgetown MSBA program.

Customer-First IMC Strategy (MPMC-702) — Developed new graduate course linking customer centricity frameworks with financial planning and GOST-driven IMC strategy.

Marketing Consulting (MPMC-885) — Created an experiential graduate course simulating agency consulting with real client RFPs, stakeholder interviews, and competitive pitch presentations.

INDUSTRY EXPERIENCE

Synchrony Financial — Vice President, Marketing Strategy   2024–Present
Led enterprise marketing strategy and cross-functional alignment with SVP-level leadership across retail and auto finance partnerships. Ran leadership meetings, drove change management initiatives, and delivered revenue growth through CLV-driven campaign strategy. Directed integrated marketing campaigns for national partners and led cross-functional launch of Apple Pay Buy Now, Pay Later initiative. Secured $1M+ in new internal revenue within first three months.

Madison & Monroe, LLC — Principal & Strategic Advisor   2024–Present
Strategic advisory at the intersection of AI, marketing intelligence, and brand strategy. Advises enterprise clients and investment professionals on AI-driven marketing, LLMO (Large Language Model Optimization), brand visibility, and commercial due diligence. Provides marketing strategy assessments, competitive intelligence, and brand positioning analysis for private equity, venture capital, and institutional investors evaluating consumer, martech, and financial services targets.

PREVIOUS POSITIONS

Senior Account Director/Consultant, Glue IQ	2019–2024
Director of Marketing, Troon Privé	2017–2020
Financial Advisor, AXA Advisors	2016–2017
Agency Owner/Consultant, State Farm Insurance	2007–2016
Intelligence Analyst, Internal Revenue Service	2005–2006

SERVICE AND INSTITUTIONAL PARTNERSHIPS

NRF Business of Retail Initiative — Research Fellow, Georgetown McDonough	2026

LANGUAGES

English (native), Spanish (fluent)